6/3/82 R9375-1 A

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

May, 1982 Volume 11, Number 5

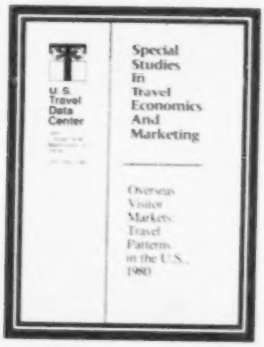
OVERSEAS VISITOR MARKET SEGMENTATION STUDY RELEASED

The average overseas visitor spent more than 20 nights in the U.S. and visited 2.3 states in 1980, according to a study prepared for the U.S. Travel and Tourism Administration.

The study, Overseas Visitor Markets: Travel Patterns in the U.S., 1980, will be used by travel marketers to identify and attract overseas visitors to U.S. destinations.

The study, prepared by the U.S. Travel Data Center, indicates that more than half of the nights spent by overseas visitors in this country were in the homes of friends and relatives. Visitors spent an average of nearly $1,700 while in the U.S., and visitors from South America spent almost twice as much.

The 180-page report provides market segmentation analysis of overseas


U.S. Travel Data Center
Special Studies In Travel Economics And Marketing
Overseas Visitor Markets: Travel Patterns in the U.S., 1980

visitors to a number of U.S. destinations. It analyzes visitor activity by purpose of trip, period of arrival, region of residence, expenditures and other characteristics.

Overseas Visitor Markets is the only comprehensive analysis of the survey of overseas visitors annually conducted by the U.S. Bureau of Economic Analysis.

The report is available for $30.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. # #

TRAVEL MARKET YEARBOOK MARKS SEVENTENTH YEAR

The 1982 Travel Market Yearbook, a single volume of key statistics, trends and surveys relating to all aspects of the U.S. travel market, was recently released by the Travel and Tourism Consultants Division of Ziff-Davis Publishing.

The yearbook, now in its 17th year, contains over 250 tables and charts in color.

The 1982 edition features a consumer section with demographic information and data on business travelers, new material on the meetings and conventions market, and data reflecting recent census information.

It also has a special markets section which includes information on casino gambling, honeymoon travel, theme parks, time-sharing and Caribbean visitors arrivals.

Included in the cover price is a finder service that entitles the subscriber to secure selected updated information published in the volume. This service will direct inquiries to sources for certain types of detailed information not currently issued in published source books.

The yearbook can be obtained by sending a check for $48 to: Travel Market Yearbook, P. O. Box 5890, Cherry Hill, N.J. # #

TRAVEL PRICE INDEX

MARCH TRAVEL PRICES SHOW LARGEST DROP IN SEVEN YEARS

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI) declined 0.3 percent in March, the largest monthly drop in the TPI since October 1974.

For comparison, the Consumer Price Index (CPI) declined 0.1 percent on a seasonally unadjusted basis in March 1982, the first drop in the CPI since August 1965.

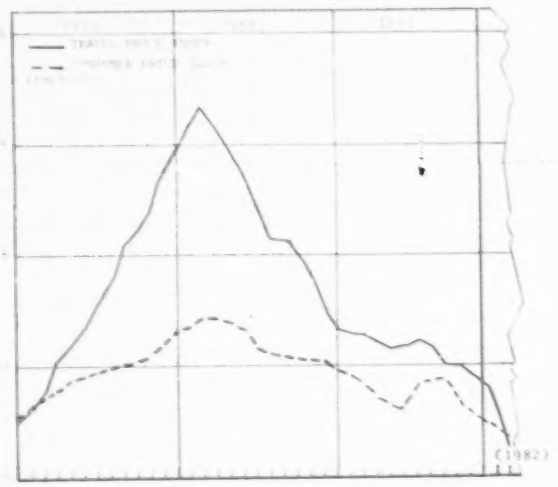
The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans while traveling away from home in this country, stood at 330.0 in March (1967=100).

Gasoline prices fell 3.8 percent in March, the twelfth consecutive month in which gas prices have declined. Airline fares declined 0.1 percent, while intercity bus and rail fares showed little or no change.

The cost of lodging while out of town rose 1.5 percent, the largest increase among TPI components.

Over the last twelve months, travel prices have risen less than five percent, considerably better than the 6.8 percent increase in overall consumer prices since March 1981.

Intercity rail fares have increased 13.5 percent for the twelve-month period to lead all TPI components. # #



Monthly and Annual Rates of Change in the Travel Price Index and Components, March, 1982

TPI Component	Monthly Percent Change February, 1982 to March, 1982	Annual Percent Change March, 1981 to March, 1982
Transportation	-1.9	0.3
Airline Fares	-0.1	10.3
Intercity Bus Fares	0.0	13.1
Intercity Train Fares	0.0	13.5
Taxicab Fares	0.2	8.5
Gasoline	-3.8	-8.7
Lodging	1.5	11.8
Food Away From Home	0.4	5.7
Entertainment Services	0.3	6.9
Incidentals	1.3	5.1
TRAVEL PRICE INDEX	-0.3	4.8
CONSUMER PRICE INDEX	-0.1	6.8

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $40 per year, U.S., Canada, and Mexico; other foreign countries, $50 per year, payable in U.S. funds only.

Application to mail at 2nd Class postage rates pending at Washington, D.C. Postmaster: Send address changes to U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036.

TRAVEL REBOUNDS IN FEBRUARY

Severe weather conditions and a deteriorating economy apparently caused many Americans to postpone travel from January to February of this year. Results of the U.S. Travel Data Center's National Travel Survey indicate that although travel declined in January, it was up 20 percent during February when compared to the previous year.

Travel for sightseeing, outdoor recreation and entertainment posted the largest increase over the year before, but business and convention travel continued to be depressed.

As in January, travel by air continued to increase, while person-trips taken by automobile, truck or recreational vehicle posted only a modest gain over February 1981.

Vacation travel intentions were strong during the March interviewing: over half of all those interviewed intend to take a vacation trip during the next six months. Intentions to take such a trip during the summer months of June through August, however, were at the same level as last year. The number of adults planning to travel by air grew significantly.

The Data Center's National Travel Survey is based on telephone interviews with more than 1,400 adults each month. The complete monthly results are available by subscription only; selected data are published quarterly by the Data Center.# #

DATA CENTER ADOPTS NEW MAILING SYSTEM

Recently, the Data Center began transferring membership and subscriber lists to a computerized in-house system.

To insure your name and address made the change without error, please check the label on the bottom of the back page and use the convenient form below to transmit corrections. Return to Ida Simmons, Manager of Communications, U.S. Travel Data Center, 1899 L Street, N.W., Washington, DC 20036. # #

ADDRESS CORRECTION

DON'T MISS AN ISSUE OF TRAVEL PRINTOUT.

ATTACH OLD
MAILING LABEL
Here

CORRECT ADDRESS

Name_____
Organization_____
Address_____
City_____ State____ Zip_____

VISITOR VOLUME AT NATIONAL PARKS

Region	February, 1982 visits[1] (thousands)	Change from January, 1982 (percent)	Change from February, 1981 (percent)	1982/81 Year-to-date (percent)
New England	191.6	66.3%	-20.5%	-29.3%
Eastern Gateway	218.8	50.6	-3.1	-8.3
G. Washington County	5,090.9	7.3	-7.6	-10.8
The South	5,193.5	15.0	5.1	-2.9
Great Lakes County	94.8	45.2	18.6	1.2
Mountain West	424.9	16.8	2.8	-5.6
Frontier West	876.0	13.1	10.0	-2.6
Far West	1,213.5	13.2	-12.0	0.9
The Islands	741.0	30.4	22.0	27.2
TOTAL	14,045.0	13.3%	-1.2%	-5.1%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, -thern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS	February, 1982	% Change from January, 1982	% Change from February, 1981	Year-to-date % Change 1982/1981
Establishment receipts or retail sales[1]				
Amusement and recreation services		(DISCONTINUED BY THE CENSUS BUREAU)		
Car rental/leasing without drivers		(DISCONTINUED BY THE CENSUS BUREAU)		
Eating and drinking places	$8,432 million	5.8	6.4	6.4
Hotels, motels and other lodging places		(DISCONTINUED BY THE CENSUS BUREAU)		
Gasoline service stations	$8,422 million	-2.4	-3.3	-4.6
Commercial lodging demand				
Hotel/motel occupancy rate[2]	64.3 percent	15.2	-3.3	-4.6
Real demand for commercial lodging[3]		(DISCONTINUED BY THE CENSUS BUREAU)		
Airline passenger traffic[4]				
Domestic revenue passenger-miles	13.0 billion	-6.1	5.5	2.4
International revenue passenger-miles	2.8 billion	-20.6	-2.2	-0.9
Bus passenger traffic[5]				
Intercity bus passenger-miles	1.4 billion	2.1	-7.7	-12.4
Highway traffic volume[6]				
Main rural road vehicle-miles	35.7 billion	-1.9	1.2	-1.2
Rail passenger traffic[7]				
Amtrak passenger-miles	N/A	N/A	N/A	N/A
Travel Price Index[8]	331.0	0.3	7.1	8.2
U.S. resident travel[9]				
Total person-trips	55.6 million	0.2	19.6	4.3
Vacation person-trips	28.9 million	7.8	26.2	-4.0
Public use of National Parks[10]				
Visits	13,705,600	0.2	-13.4	-11.9
Overnight stays	469,300	13.3	2.7	-3.0
Foreign arrivals in U.S.[11]				
From overseas	577,255	-25.2	-4.7	-1.7
From Canada	596,416	-9.1	0.6	-4.5
U.S. citizen departures[11]				
To overseas	519,779	-8.9	1.5	2.6
To Canada	326,568	18.0	-12.9	-13.7
Domestic demand for motor gasoline[12]				
Barrels per day	6,057 thousand	-0.4	-3.8	-4.3

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

U.S. Travel Data Center

1899
L Street
Northwest
Washington, D.C.
20036
(202) 293-1040

SECOND CLASS
POSTAGE
PENDING
WASHINGTON, D.C.

May, 1982

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

00072 TDC 8206
Jeanne Long, SRI A-E
Congressional Information Service
4520 East West Highway, #800
Bethesda, MD 20014